



**A.B. Dick Magna I Electronic Typewriter**



**Introducing a new generation  
of mag card electronic typewriters**

# **The A.B. Dick Magna 1**

Now you can enjoy the outstanding benefits of one of the world's most advanced electronic word processors, bringing you new speed, savings and reliability.

From keyboarding to playout, the Magna 1 offers you a faster, easier, more efficient way to turn out finished documents—no matter how many corrections are made to the original draft. Whether in statistical reports, general correspondence, or legal documents.

The Magna 1 is a product of the same A.B. Dick Company research that pioneered the commercial use of ink jet printing; that developed the high-speed electronic addressing system used by some of the nation's largest circulation publications; that helped to make life easier for air travelers with the video display systems commonly used in airport terminals to display flight schedules.

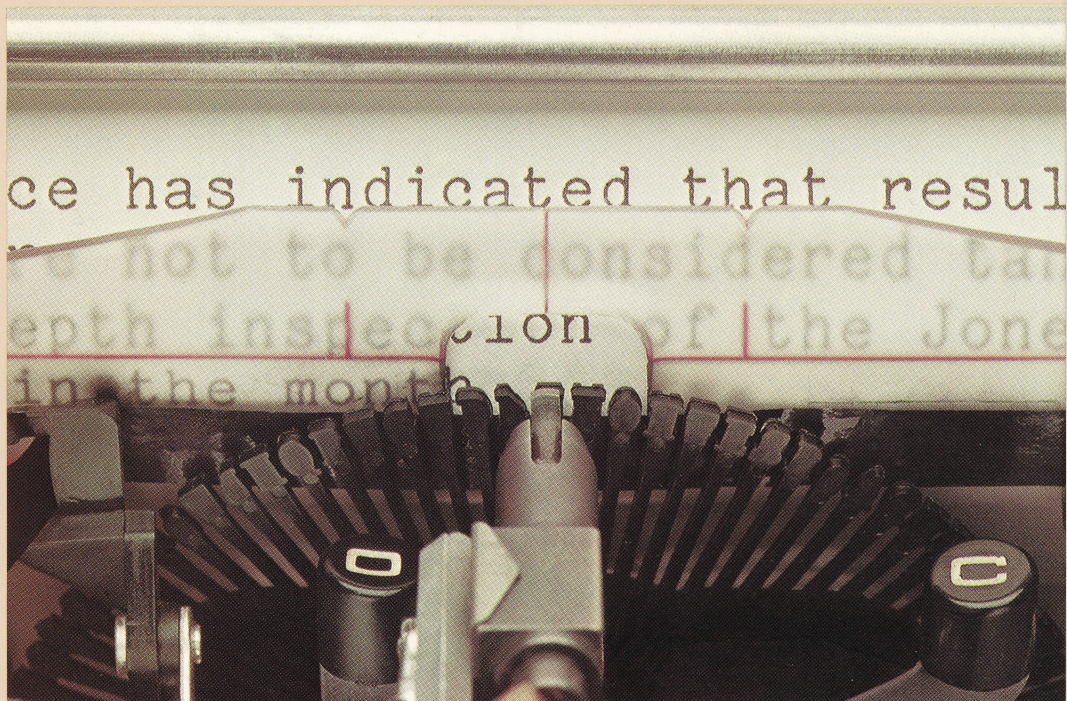






**Magna 1: A full page letter in  
45 seconds. 36 letters an hour.**

500



That's 500 + words per minute. Three times the speed of the industry's most popular system. An electronically powered print wheel spins, stops and prints 2700 times a minute. A full page letter can be typed in 45 seconds. Where you are now producing 12 repetitive letters an hour, you can expect to turn out as many as 36 letters with an A.B. Dick Magna 1 electronic typewriter.

wpm



# Throughput increase with the A.B. Dick Magna 1 is 25%!

**ABDICK**

A. B. Dick Company

5700 West Touhy Avenue  
Chicago, Illinois 60648  
(312) 763-1900

Mr. Robert Q. Smith  
Vice President  
Smith Company  
16 West Market Street  
Chicago, Illinois 60650

Dear Mr. Smith:

Our staff has completed the preliminary review of the Jones Corporation. With the assistance of Harold Jones, President, we have assembled the summary information requested.

FINANCIAL CONDITION (\$000)

|             |         |                  |         |
|-------------|---------|------------------|---------|
| Cash        | \$ 24.1 | Bank Loans       | \$ 96.4 |
| Receivables | 154.3   | Payables         | 76.4    |
| Inventory   | 151.7   | Other            | 22.2    |
| Cur. Assets | 330.1   | Cur. Liabilities | 150.6   |

Past performance has indicated that results such as those posted above are not to be considered tantamount to success. A further in-depth inspection of the Jones Corporation will be undertaken in the month of November, and should be available to you in the month of February, 1976.

It is further noted by the staff that financial data supplied by the Jones Corporation has been insufficient to the timely and complete execution of our task. We are attempting to pursue this with the contacts provided by your survey committee. Any further aid that you might provide would be greatly appreciated.

Sincerely,

H. C. Redd

HCR:do

First Draft

## Automatic format adjustment

The A.B. Dick Magna 1 electronic typewriter is easier to operate.

When the Magna 1 electronic typewriter is turned on, Left and Right margins are automatically set. Tabs are set every five spaces (you can easily change at will). New margin and tab settings are also recorded electronically—for automatic set-up on future playbacks. There's no need to keep a log.

Unique Save/Recall lets you resequence words, lines, sentences, even entire paragraphs without any manual retyping.

ARTICLE IX - TERM

The rights granted to XYZ COMPANY hereunder are paid up, and specifically limited herein, are vested in XYZ COMPANY in perpetuity as specifically provided herein.

ARTICLE X - VALIDITY AND SEVERABILITY

- A. The validity, interpretation and enforcement of this Agreement shall be executed by, governed by, and subject to, the laws of the State of Illinois.
- B. In the event any divisions, parts or provisions of this Agreement are for any reason considered to be invalid by any court of competent jurisdiction, the remaining division, parts and provisions of this Agreement shall be and continue in full force and effect.

ARTICLE XI - MISCELLANEOUS

- A. All previous Agreements between the parties including without limitation those dated December 5, 1971, January 10, 1972, March 17, 1972 and August 4, 1972, are hereby cancelled and terminated and are replaced by this Agreement, and all prior representations and/or understandings, whether they be written or oral, between the partner relating to the subject matter of the Agreement, are considered merged into this Agreement. This Agreement may not be modified or amended except by a written instrument executed by an authorized representative of each party.
- B. The rights and benefits of this Agreement shall be freely assignable by XYZ and its assignees. This Agreement shall not be assignable by ABC during the first five years after the date of its execution without consent in writing of XYZ.

First Draft



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Dear Mr. Smith: *begin* *in-depth*

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Revisions

Final Draft

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Revisions

Final Draft



## Expect 20-40% faster throughput

The A.B. Dick Magna 1 electronic typewriter shows its speed in keyboarding and editing, as well. Combined with its play-out speed, it delivers faster throughput in all typing applications. The comparison figures, based on the steps required to type the letter shown in the foldout at the left, dramatize the greater speed and production capability of the A.B. Dick Magna 1 electronic typewriter as compared to the most widely used competitive magnetic card typewriter.

|                    | A.B. Dick Magna 1 | Competitor |
|--------------------|-------------------|------------|
| Keyboarding        | 3:31 minutes      | 3:52       |
| Editing and Payout | 1:34 minutes      | 2:46       |
| Throughput Totals  | 5:05 minutes      | 6:38       |

Throughput increase with the A.B. Dick Magna 1 is 25%!

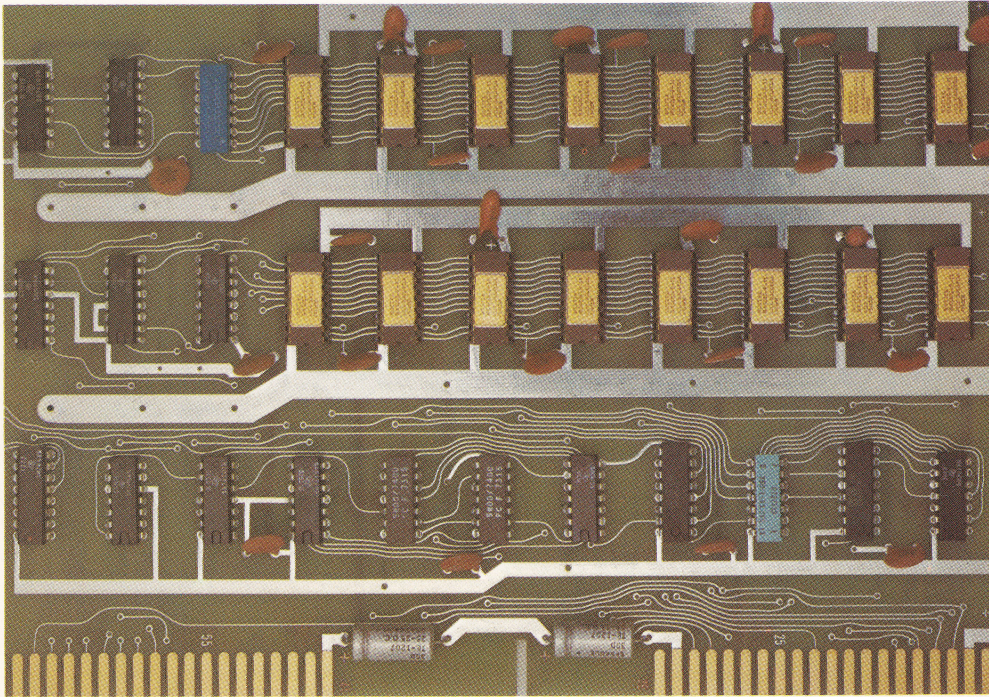
## Magna 1 is as quiet as it is fast

The A.B. Dick Magna 1 electronic typewriter is quiet enough to be placed anywhere in general and executive office environment.

20-40%



## **8,000 character memory with some unique characteristics**

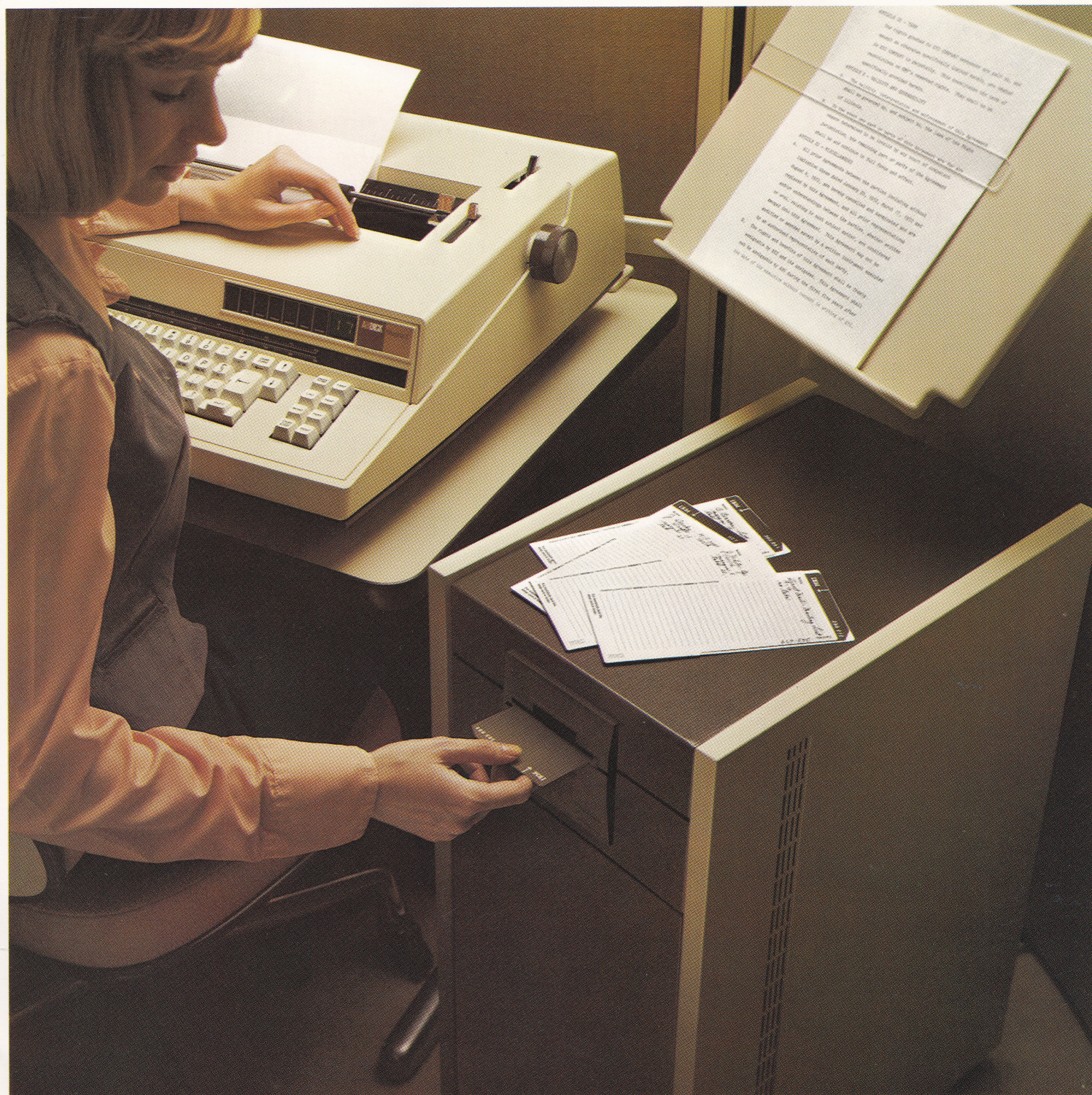


In addition to providing full page memory editing, the memory can also be used to expand the functions of the A.B. Dick Magna 1 electronic typewriter for special applications. Applications such as right margin justification and draft with line numbers. Other typing applications which you may develop a need for in the future, such as those including simple arithmetic calculations, can also be served by this unique memory.



## IBM compatibility completely eliminates conversion problems

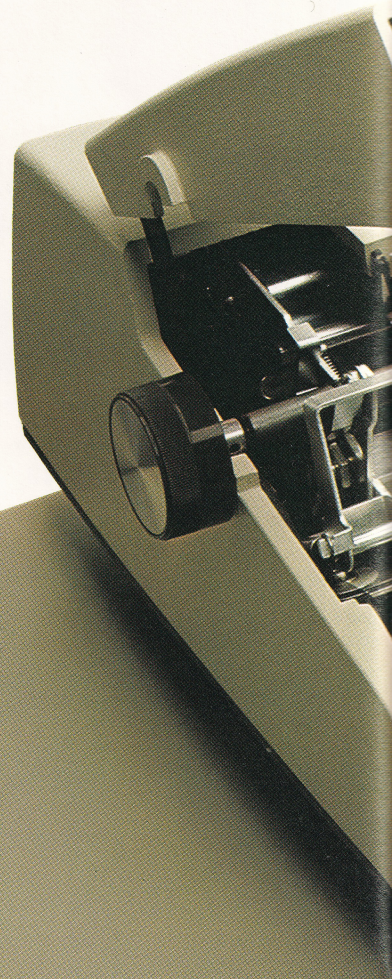
It's an A.B. Dick first. Magnetic cards recorded on IBM systems can also be used with the A.B. Dick Magna 1 electronic typewriter. What is recorded and played out on one unit can be recorded and played out on the other. No time or money need be wasted on converting to different mag cards or cassettes. Work flow is often disrupted when units are *not* compatible. Magna 1 capability eliminates this potential problem.





**With 95% fewer moving parts  
the Magna 1 is simple, reliable  
and easy to repair**

The simplicity of the A.B. Dick Magna 1's advanced electronics design is evident the instant you raise the hinged cover over the typing element. You will see few moving parts which ever need adjustment.









## **Magna 1 training materials can accommodate your trainees**

No two typists have exactly the same skills. Uniquely designed training programs are keyed to the capability and experience of each A.B. Dick Magna 1 trainee. Programs are tailored to bring each trainee to the highest level of proficiency possible in the shortest period of time.



## **If something does go wrong the Magna 1 helps locate the problem**

The A.B. Dick technical representative can diagnose a service problem in a minimum of time by using a series of diagnostic programs on mag cards. The Magna 1 even prints out the results of the analysis so the technical representative can immediately unplug the non-functioning part and plug in a new one.

CHIP 1 OK

CHIP 2 OK

CHIP 3 ER

CHIP 4 OK



# **The Magna 1 electronic typewriter offers you more standard features**

The standard features of the A. B. Dick Magna 1 electronic typewriter compare with and exceed the optional features of others which are often at extra cost.

Save-Recall

8,000 Character Memory

Line Number Display

Automatic Carrier Return

Decimal Tabulation

Automatic Centering

Variable Line Spacing

End of Ribbon Shut-Off

First Line Find

Word Search

Right Justify

Numbered Draft

Reverse Index

10 and 12 Pitch

Automatic Underscore of Words, Phrases and Titles

Automatic Double Underscore

Scanning

Flush Right

Sentence Logic

94 Print Characters (86 standard plus † ° § ¶ > < ™)

## **Extended Capabilities**

### *Communications Option*

Permits the Magna 1 to communicate over telephone lines with other Magna 1's and word processors, and computers.

### *Math Option*

Adds simple programmable calculator capability for typing and proofing financial reports, budgets and payment schedules.

## **A. B. Dick Magna 1 Electronic Typewriter Specifications**

Typewriter and Console operate on 120V AC  $\pm 10\%$   
@ 5 Amps 60 Hz  $\pm 1$  Hz.

Dimensions of typewriter are 8¼" high x 20½" deep x 23⅞" wide. Weight: 45 lbs.

Dimensions of console are 25¾" high x 12" wide x 18" deep. Weight: 113 lbs.





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